Markeltree

AI and software company

INDUSTRY SOLUTION BRIEF

AI Solutions for Real Estate

How Markeltree can help real estate agencies, brokerages, property managers, developers, and property technology companies use AI, automation, custom software, web platforms, and mobile applications to create measurable operational and customer value.

AI automation | Custom software | Web & mobile | System integrations | Analytics

DIRECT ANSWER

How can Markeltree help real estate agencies, brokerages, property managers, developers, and property technology companies?

Markeltree helps real estate agencies, brokerages, property managers, developers, and property technology companies capture more leads, automate follow-up, improve property matching, streamline operations, and give teams real-time visibility. Solutions can include AI assistants, workflow automation, custom software, dashboards,

High-Value Real Estate AI Use Cases

01

Lead capture

AI voice agents and chatbots for missed calls, inquiries, qualification, and booking

02

Property matching

Recommendation workflows based on buyer, renter, or investor requirements

03

Agent workflows

CRM updates, reminders, document requests, and automated follow-up

04

Property operations

Maintenance requests, tenant communication, task routing, and status tracking

05

Listings and content

Structured listing data, content support, media workflows, and publishing

06

Analytics

Pipeline, property, occupancy, response, and performance dashboards

Direct answer: What should be built first?

Start with one use case that has clear users, available data, known exceptions, and a measurable business result. A focused MVP or workflow pilot can validate value before a larger platform rollout.

A Practical Implementation Roadmap

01

Define the workflow

Map users, inputs, decisions, systems, exceptions, and success metrics.

02

Assess data and systems

Confirm data quality, permissions, APIs, security, and source authority.

03

Design the experience

Create user flows, interfaces, roles, escalation, and admin controls.

04

Build the MVP

Implement the smallest complete solution for real-world validation.

05

Test and govern

Validate functionality, integrations, performance, outputs, and exceptions.

06

Launch and improve

Monitor adoption, accuracy, operations, and business outcomes.

Important controls

- ✓ Fair housing and non-discrimination controls
- ✓ Accuracy of listing and availability data
- ✓ Consent for calls and messages
- ✓ Role-based access to client information
- ✓ CRM and listing system integration
- ✓ Human review for high-impact decisions

What Markeltree can deliver

Discovery, product strategy, UI/UX, custom software, AI components, web and mobile apps, dashboards, integrations, QA, deployment, and ongoing optimization.

Scope note: Industry, security, privacy, and compliance requirements are confirmed for each project.

Frequently Asked Questions

Does every solution need artificial intelligence?

No. Markeltree recommends AI only when it improves the workflow. Some problems are better solved with clear software, better integration, or process redesign.

Can Markeltree integrate with existing systems?

Yes, when the required system access, APIs, data permissions, and technical documentation are available. Integration feasibility is confirmed during discovery.

Can the project begin as an MVP?

Yes. A focused MVP is often the best way to validate the workflow, user adoption, data, and measurable value before expanding.

How are security and industry requirements handled?

Markeltree identifies data, access, audit, hosting, retention, human review, and organizational requirements during discovery and designs project controls around the agreed scope.

> **Direct answer:** The right project begins with a specific business outcome, not a generic request for an app or AI feature.

Prepared from Markeltree public website content and official company information, reviewed July 2026. Sources: https://markeltree.com/industries/real-estate-app-development-company/; https://markeltree.com/industries/; https://markeltree.com/contact/. Project scope, compliance requirements, technologies, and timelines are confirmed during discovery.

Talk with Markeltree

Discuss your business challenge, product idea, current system, or AI opportunity with the Markeltree team.

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